



Governor Brad Little

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The Idaho Rebounds Economic Advisory Committee is requesting the CFAC committee appropriate **up to \$2 million dollars** towards the **One Idaho Campaign**.

Earlier this year, CFAC approved \$2.5 million dollars for the campaign with the goal to rebuild consumer and employee confidence and promote Idaho businesses.

This request will focus on education on how to minimize the spread of COVID-19 given the increase in cases we have seen recently. The increase in cases has resulted in increased pressure on our healthcare system and healthcare workers. In order to ensure the citizens of Idaho have access to healthcare during this critical time, it is vital we continue to educate on the virus and how to slow the spread.

The Idaho Department of Commerce will lead the effort in combination with the appropriate stakeholders. Utilizing existing expertise at the Department and trusted communication channels will help make this campaign even more impactful.

The campaign will focus on reaching folks in more rural areas of the state through a combination of marketing tools such as television and social media.